



Corporation
for Public
Broadcasting

**ATSC MOBILE/HANDHELD DIGITAL TELEVISION
("Mobile DTV")
Grant Program Application Guidelines**

ANNOUNCEMENT DATE:

JULY 14, 2010

APPLICATION PERIOD:

JULY 14 to AUGUST 16, 2010

FIRST ROUND FOR MOBILE DTV GRANT PROJECTS

CPB reserves the right to alter or withdraw this program at any time with no financial, legal or other obligation to any applicant responding or planning to respond.

TABLE OF CONTENTS

1. INTRODUCTION

2. MOBILE DTV PROJECTS

- 2.1 NEW PROJECT QUALIFICATIONS**
- 2.2 EARLY ADOPTER QUALIFICATIONS**
- 2.3 ELIGIBLE EQUIPMENT**
- 2.4 PRE QUALIFIED SUPPLIERS**
- 2.5 FUNDING**

3. APPLICATIONS

- 3.1 APPLICATION ACCEPTANCE PERIOD**
- 3.2 APPLICATION SUBMISSION**
- 3.3 APPLICATION SIGNATURES**
- 3.4 APPLICANT QUALIFICATIONS**
- 3.5 APPLICANT FINANCIAL QUALIFICATIONS**
- 3.6 APPLICATION COMPONENTS**
- 3.7 APPLICANT AMMENDMENTS AND EXCEPTIONS**
- 3.8 APPLICATION EVALUATION**

4. GENERAL CONDITIONS OF GRANT AGREEMENTS

- 4.1 SIGNATURES**
- 4.2 CONDITIONS OF AGREEMENT**

5. APPENDIX

- A ONLINE APPLICATION INSTRUCTIONS**

1. INTRODUCTION

The Corporation for Public Broadcasting (CPB), with guidance from the Digital Consultation Panel which is comprised of leadership from public television membership organizations and representatives of the station community, has defined several principles governing the allocation of funds appropriated for the furtherance of universal service.

Together with the membership organizations and public broadcasting stations, CPB further determined that funds should be allocated for a Mobile/Handheld Digital Television Program. This program will assist CPB qualified public television stations to acquire and install equipment for mobile delivery of digital content and other advanced mobile digital services.

The Advanced Television System Committee (“ATSC”) has developed a comprehensive standard for mobile and handheld television services known as ATSC Mobile DTV (“Mobile DTV”). Mobile DTV supplements the current consumer broadcast HDTV standard to allow terrestrial broadcasters (including public television stations) to offer video services to mobile devices. Mobile DTV supports a variety of services including free and advertiser supported video content, real-time interactive services, subscription based TV, and delivery of file based content for download and playback at a later time.

The goal of this grant program is to assist CPB qualified public television stations to develop and install an end-to-end Mobile DTV infrastructure for delivery of Mobile DTV content. To accomplish this goal, CPB will award grants to CPB-qualified, non-commercial educational (NCE) television licensees for the installation of new end-to-end Mobile DTV delivery platforms (as described in Section 2.1 below) and reimburse early Mobile DTV adopters (as defined in Section 2.2 below).

2. MOBILE DTV PROJECTS

2.1 NEW PROJECT QUALIFICATIONS

CPB will accept applications for the installation of an end-to-end Mobile DTV delivery platform based on the Mobile DTV standard that will enable each CPB qualified full service licensed transmitter (“CPB Qualified Transmitter”) to transmit content and services to mobile devices.

The Mobile DTV projects shall demonstrate that the station is capable of broadcasting a Mobile DTV service that includes, at a minimum, one video signal, associated audio, and closed captioning.

2.2 EARLY ADOPTER QUALIFICATIONS:

1. Purchased Equipment for Mobile DTV delivery systems that are fully operational as of July 14, 2010 - CPB will accept applications to reimburse costs for equipment defined in Section 2.3 below purchased and installed prior to July 14, 2010, provided such equipment was purchased and paid in full within eighteen months prior to the opening date of the Mobile DTV grant program listed above and meets the specifications set forth below in section 3.6D below; the “Early Adopter Request Documentation” section.
2. Test/Demo Equipment - For CPB-qualified stations that served as demonstration stations for testing and evaluation (“Test/Eval”) of the Mobile DTV system performance, or received first generation Original Equipment Manufacturer (OEM) equipment for demonstration projects; CPB will accept applications to fund new equipment to replace Test/Eval equipment that does not meet the current Mobile DTV specifications or is not compatible to currently available retail equipment, provided such equipment meets the specifications set forth in Section 2.3 below.

2.3 ELIGIBLE EQUIPMENT

CPB will only accept applications to fund the following equipment:

- 1) ATSC Mobile pre-processor/multiplexing equipment;
- 2) IP network routers, hubs, and/or processing equipment, as required;
- 3) Mobile TV audio/video encoding equipment (with closed captioning);
- 4) Basic Mobile Table server / Basic Electronic Service Guide (ESG) server;
- 5) DTV Exciter(s);
- 6) Off-air monitoring (signal return monitoring);
- 7) Options for SVC (scalable video coding) if available;
- 8) Options for Enhanced ESG if available;
- 9) Where a given station has an existing DTV Exciter that is software upgradeable to achieve Mobile DTV transmission, the vendor's upgrade software costs should be shown as an option;
- 10) Bypass switching to maintain station transmission in the event of failure of Mobile/Handheld equipment.

All equipment described above should have a warranty of at least one (1) year for parts, labor and against material defects.

The selected Vendor shall:

- Be responsible for delivery of all components and parts to the appropriate locations where the equipment will be used, and all other associated apparatus necessary for station engineers to completely install, test, and transmit Mobile DTV via their existing terrestrial DTV transmission signal.
- Be responsible for installation assistance sufficient to get the station on the air, and provide basic training such that the engineering staff can operate the Mobile DTV system
- Assume that the station might program the service independent of the station's legacy DTV services. The system shall be capable of broadcasting a Mobile DTV service that includes at a minimum one video signal, two audio channels, and closed captioning.

CPB WILL NOT accept applications in the Mobile DTV Grant Program for the following:

- 1) Requests to repair existing equipment.

- 2) Requests for contingency, backup Mobile DTV equipment.
- 3) Requests to fund donated equipment.
- 4) Requests for operating costs.
- 5) Requests for production equipment.
- 6) Installation costs when the work is performed by the applicant's staff. Reimbursement for applicant's staff time dedicated to a Mobile DTV application or project is not an eligible project expense.
- 7) Requests for addition of vertical polarization to transmit antennas.

2.4 PRE-QUALIFIED SUPPLIERS

CPB initiated a Request for Quotation (RFQ) process ahead of this Mobile DTV Grant Program to identify qualified vendors and fair market pricing for end-to-end Mobile DTV systems. The information gathered from the RFQ has been used to establish CPB's contribution and funding match levels for the program.

A list of known acceptable vendors has also been assembled for applicant consideration. Submitting a proposal for systems from one of the pre-qualified suppliers may expedite the vetting process and the listed suppliers have already received documentation regarding CPB's expectations regarding warranties and up to date ATSC compliance of delivered equipment.

Applicants may select equipment from any Mobile DTV vendor provided that such equipment will be subject to evaluation following receipt of the grant application.

The pre-qualified suppliers are:

1. Axcera

Mr. Paul Grzebik
Regional Sales Manager
Axcera
103 Freedom Drive, P.O. Box 325
Lawrence, PA 15055
Telephone: 724-873-8100
PGrzebik@axcera.com

2. Harris Corporation

Mr. Mark Voorhees
Regional Sales Manager
Harris Corporation
Broadcast Communications Division
4393 Digital Way
Mason, OH USA 45040
Telephone: 513-830-6109
mvoorhee@Harris.com

3. Heartland Video Systems, Inc.

Mr. Dennis Klas
President
Heartland Video Systems, Inc.
1311 Pilgrim Road
Plymouth, WI 53073
Telephone: 920-893-6741
dklas@hvs-inc.com

4. LARCAN USA Inc.

Mr. Joe Wozniak
Regional Sales Manager
LARCAN USA Inc.
602 King Road
Royersford, PA 19468-1561
Telephone: 610-792-7283
jwozniak@larcan.com

5. RRD USA, Inc.

Mr. G. Casale
Sales and Marketing Manager
RRD USA, Inc.
350 5th Avenue, Suite 3600
New York, NY 10118
Telephone: 212-695-8378
info@rrd.tv

6. Thomson Grass Valley

Mr. Jack McAnulty
Thomson Grass Valley Inc.
104 Feeding Hills Road
Southwick, MA 01077
Telephone: 860-763-1100
jack.mcanulty@grassvalley.com

2.5 FUNDING

Based on the availability of funds, CPB may provide grants of **up to** 50% of the project cost, with a cap of \$65,000 per end-to-end Mobile DTV delivery platform installed to enable the CPB Qualified Transmitter to transmit content and services to mobile devices (whichever is less). CPB will only fund one installation for each CPB Qualified Transmitter. Applicant must provide matching funds for the project (from non-federal sources) of not less than 50%.

3. APPLICATIONS

3.1 APPLICATION ACCEPTANCE PERIOD

Mobile DTV applications will be accepted from **July 14, 2010 through August 16, 2010, 8:00 p.m. ET.**

3.2 APPLICATION SUBMISSION

A separate application must be submitted by each licensee listing each transmitter for which the applicant is requesting funding. All applications must include a Narrative (brief summary of the intended use), Project Budget, Project Schedule and exhibits as described in Section 3.6. Only complete applications will be evaluated.

Applicants must use the electronic application form and templates that are posted on CPB's website (<http://www.cpb.org>) to file their applications AND all applications must be submitted by 5:00 p.m. ET on August 16, 2010.

CPB will no longer accept signed hard copy original applications.

Applicants with questions concerning the guidelines, application process, and eligible equipment should contact CPB in writing at least one week prior to the application deadline:

Applicants with questions should contact:

Moji Adejuwon
Director, Media Technologies
202-879-9828 or MobileDTV@cpb.org

3.3 APPLICATION SIGNATURES

The Application must be electronically signed by an Authorized Representative. The "Authorized Representative" is an official of the applicant's organization with the authority to bind a party to, approve or execute a contract on that party's behalf. Applications electronically signed by an individual who is not an Authorized Representative will be disqualified.

3.4 APPLICANT QUALIFICATIONS

Applications will only be accepted from CPB-qualified, noncommercial educational (NCE) television licensees.

3.5 APPLICANT FINANCIAL QUALIFICATIONS

Due to limited available CPB funds, applicants are advised of and agree to the following financial qualifications:

- Funding from state, corporate, and/or private donors and other sources should be leveraged to the greatest extent possible. Mobile DTV funds may not be used as matching dollars for existing federally-funded programs, such as the Department of Commerce’s PTFP program and the Department of Agriculture’s RUS program. Conversely, funds from other federal equipment grant programs cannot be used to match Mobile DTV projects.
- Applicants must provide matching funds of at least 50% of the total project costs as set forth in Section 2.5.

3.6 APPLICATION COMPONENTS

A. Project Narrative

An applicant’s narrative description must outline how the Mobile DTV project will be implemented including the content to be transmitted, number of video and audio signals that will be transmitted by the station and the business model if applicable.

The project narrative should also provide an explanation of how the equipment and/or professional services requested will be used to meet the proposed project’s objectives. The narrative must tie the project goals specifically to the proposed equipment list.

Applicants must use the supplied “Project Narrative Template” which can be downloaded from the online application located on www.cpb.org on the ATSC Mobile/Handheld Digital Television Grant Program announcement page.

B. Project Budget

The budget must contain a detailed description of every item and expense that fully conveys what equipment and/or professional service is being requested. All equipment listed in the budget must be properly referenced in and supported by the project narrative. The budget must show the applicants matching funds of at least the percentages set forth in Section 2.5.

Applicants must use the supplied “Equipment and Budget Template” which can be downloaded from the online application located on www.cpb.org on the ATSC Mobile/Handheld Digital Television Grant Program announcement page.

C. Project Schedule

Applicants shall provide a specific schedule or timetable for on-air implementation of Mobile DTV. The Project Schedule should demonstrate a realistic and expeditious schedule that accurately supports the goals outlined in the project narrative.

Applicants must use the “Project Schedule Template” which can be downloaded from the online application located on www.cpb.org on the ATSC Mobile/Handheld Digital Television Grant Program announcement page.

D. Application Exhibits

Certification of Matching Funds Letter (All Applicants)

CPB requires assurances of an applicant’s ability to meet its match requirement. All applicants must certify that they have the required matching funds in-hand at the time of Mobile DTV Project application by submitting a certification of matching funds letter.

Applicants must use the “Certification of Matching Funds Letter Template” which can be downloaded from the online application located on www.cpb.org on the ATSC Mobile/Handheld Digital Television Grant Program announcement page.

Early Adopter Request Documentation (If Applicable)

Applicants may request that eligible equipment or professional services purchased and paid in full within eighteen months *prior to the application opening date* of the Mobile DTV Grant Program be reviewed for consideration during the grant application vetting process.

Applicants submitting “Early Adopter” requests for services or equipment will need to:

- (a) Demonstrate that the equipment is eligible as described in Section 2.2 above and relevant to the project scope, budget, and schedule;
- (b) Provide documentation establishing the “fair market” value¹ of the equipment or professional services to be considered. The “fair market” value attributed to Early Adopter purchases must be consistent with rates obtainable by the applicant through normal procurement means;
- (c) Provide documentation of the date on which the final payment was remitted for the items purchase;
- (d) Certify that the equipment have not been included in any other federally-funded grant programs; and
- (e) Be verified and approved by CPB prior to execution of a grant agreement.

3.7 APPLICANT AMENDMENTS AND EXCEPTIONS

CPB Requests for Additional Information

While CPB will consider each application complete as submitted by the applicant, CPB or its authorized representative may at its discretion initiate discussion with any applicant to clarify points in a proposal and/or request additional information. If CPB or its authorized representative requests clarification or additional information, applicants will be notified by telephone or by e-mail and will be expected to provide the requested information within three (3) business days of the request.

Applicant Requests for Waiver of Procedures

Requests for exceptions to any of the administrative requirements or procedures stated in these application guidelines are strongly discouraged. If, however, requests for exceptions are made, applicants must detail and justify the proposed exceptions ***in writing*** at least one week prior to the deadline for application submissions. Waiver of any requirement should not be presumed. If

¹ Fair market value herein refers to the value at the time of purchase, not depreciated value.

granted, exceptions will be conveyed by specific written authorization only. Oral authorization will not be considered valid.

Applicant Withdrawal of Applications

Applicants may withdraw a proposal at any time by providing written notice to CPB.

Use of Application Materials

CPB is not responsible for loss or damage to the materials submitted, or for any unauthorized use or misuse of the submitted materials by any third party. Materials submitted for funding consideration are not considered confidential in nature and may be made public at the discretion of CPB.

By submitting a proposal, each applicant:

- (1) Grants to CPB the right to duplicate, use, disclose and distribute all of the materials submitted for purposes of evaluation, review and research;
- (2) Guarantees that the applicant has full and complete rights to all of the information and materials included in the proposal; and
- (3) Guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights or other proprietary rights of any third party.

3.8 APPLICATION EVALUATION

General Evaluation Process: Applications for Mobile DTV Grant Program will be evaluated based on their project narratives and the proposed benefits to serve local communities with mobile content.

A review of applicant and financial eligibility for CPB grants will be made prior to the ranking of applications. Only those applicants that meet the minimum qualifications for both applicant and financial eligibility will be considered. Applicants must meet the eligibility requirements outlined in this document, and be able to meet the matching requirement.

Applications will be reviewed by CPB representatives and CPB consultants. The final decision to decline or fund grant proposals remains with CPB executive management.

4. GENERAL CONDITIONS OF GRANT AGREEMENTS

4.1 SIGNATURES

The grant agreement must be signed by an Authorized Representative. The “Authorized Representative” is an official of the applicant’s organization with the authority to bind a party to, approve or execute a contract on that party’s behalf. If the party to the grant agreement is an academic institution, the Authorized Representative must provide to CPB written documentation supporting its authority. Grant agreements executed by individuals who are not Authorized Representatives may be subject to immediate termination.

4.2 CONDITIONS OF AGREEMENT

Once a project is selected for funding, the applicant will be required to sign a binding agreement to receive grant funds, in the form of CPB’s standard grant agreement. Until both the applicant and CPB have executed the grant agreement, CPB shall not be deemed to have made any express or implied commitment to support the project financially. Applicants are not authorized to commit CPB Funds until the grant agreement is fully executed.

Should applicants opt to commence work with expenditure of non-federal funds prior to contract execution, they do so at their own risk, and are required to contact CPB to discuss their situation prior to expenditure.

No oral or written statement other than a signed, written grant agreement will govern or modify the relationship.

As a condition of the grant agreement, applicants will be required to guarantee

that (among other things), the project will not be defamatory and will not violate or infringe upon the privacy rights, copyrights or other proprietary rights of any third party. Grant recipients must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the grant agreement.

Those receiving funds from the CPB must be able to comply with a number of requirements that will be included in the written grant agreement. These requirements include, but are not limited to, the following:

- (1) A demonstration of adequate financial support to complete the project and to deliver reports and/or other intellectual property created for it;
- (2) A demonstration of adequate financial support to sustain the operation of any facilities and/or services provided as a result of the award of grant;
- (3) Maintenance, for three years following receipt of relevant funds, of all financial records related to the project, which records shall be accessible to CPB and its agent, and to the U.S. Comptroller General or other representatives for examination and audit purposes (*recipients will additionally ensure that any subcontractors or consultants under the agreement shall also maintain such records for the period specified and under the same terms*);
- (4) Maintenance, for three years after approval of a final financial report, of a complete file of all subcontracts and other agreements, licenses, clearances and other documents related to the project, copies of which shall be made available to CPB or its agent on request;
- (5) Submission to CPB and its agent of a copy of any U.S. Comptroller General final audit report concerning the grant award;
- (6) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (7) Competitive bids for equipment and professional services: applicants will be expected to obtain competitive bids, and to provide assurances that the prices obtained for any such equipment

and services are fair and reasonable. Sole source justifications may be submitted, but CPB retains the right to make final determination regarding substitution of sole source justifications in lieu of competitive bids;

- (8) Documentation of actual project costs: applicants will be required to provide documentation as to actual project costs, and provide supporting detail demonstrating that all project costs are reasonable, necessary and allocable to the project requirements and objectives;

Specific terms and provisions will be set forth in the documents provided by CPB to each applicant that successfully completes the selection process.

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Appendix A – Online Application Instructions

Introduction

There are two types of applications, one for new Mobile DTV installations and the second for Early Adopters. To determine which pertains to your station, read the above instructions in the Guidelines to determine the type of grant to apply for. Use the following instructions for guidance on completing the online application.

Online Application

To access the online application you will need a username and password unique to your station. This information will be sent to the “Licensee Official” and “Head of Grantee” of each Licensee as identified in the CPB’s ISIS system. If you have not received this information, please contact us at mobiledtv@cpb.org.

While we encourage you to share this access information with the relevant Licensee and station staff, it must not be shared with other organizations.

To complete the application type in <http://www.cpb.org> on your web browser and click on the [complete online application](#) link located on the right hand side of the page in the Application Procedure Section and login using the username and password sent to the Licensee Official or Head of Grantee described above. After logging in, select the type of application you are completing, New Mobile DTV or Early Adopter and complete the appropriate form. Throughout this process you may save your material and return at a later date to complete the form. Once your application has been completed and all supporting materials have been uploaded, it is essential that you click on “Review Application for Submission” otherwise your application will be considered incomplete and will not be evaluated.

All items marked with an asterisk (*) are required fields.

APPLICATION SECTION ONE

- 1. Application ID *** This field is automatically populated. **Please record this information as you may be asked to provide it on the application templates and in any communications about your application.**
- 2. Licensee Legal Name and Address *** These fields are automatically populated with the licensees’ legal name and address as it appears in CPB’s ISIS system. Changes to this information must first be made in ISIS in order to be reflected here.

3. **Call Letters *** Enter the call letters of the public broadcast station(s) that is the subject of the application.

4. **DTV Channel *** Enter the digital frequency or channel assignment of the licensee(s) that is the subject of the application.

5. **Authorized Representative *** This field is automatically populated with the licensee's legal name and address as it appears in the CPB ISIS system. Changes to this information must first be made in ISIS in order to be reflected here.

This individual must be an official of the applicant's organization and is empowered to sign contracts on behalf of the Licensee.

6. **Administrative Contact *** Enter the name and contact information of the individual from the station to be contacted regarding administrative matters related to the application.

This person must be different from the engineering contact, which you will be asked to supply next.

7. **Engineering Contact *** Enter the name and contact information of the individual from the station to be contacted regarding technical matters related to the proposed project.

This person must be different from the administrative contact, which you supplied previously.

APPLICATION SECTION TWO

8. **Project Summary *** Enter a brief summary of the entire project, up to 1000 characters (including spaces), describing the primary purpose and objective of the proposed project.

9. **Upload the Statement of Work *** Click on "Browse" to upload the completed Project Narrative template (Word only).

The template is available for download from Section Two of the online application which can be accessed on <http://www.cpb.org> (follow the instructions to access the online application stated above). Applications submitted without a Project Narrative are considered incomplete and will not be evaluated.

APPLICATION SECTION THREE

10. **Project Start Date *** Enter the start date of the proposed project.

11. Length of Project * Select the amount of time it will take to complete this project.

Projects must be completed within 6 months.

12. Upload Project Schedule * Click on “Browse” to upload the completed Project Schedule template (Excel only).

The template is available for download from Section Three of the online application which can be accessed on <http://www.cpb.org> (follow the instructions to access the online application stated above). Applications submitted without a Project Schedule are considered incomplete and will not be evaluated.

APPLICATION SECTION FOUR

13. Total Project Costs * Enter the amount listed on the “Project Total” line at the top of Budget and Equipment List template.

14. Upload Project Budget and Equipment * Click on “Browse” to upload the completed Budget and Equipment List template (Excel only).

The template is available for download from Section Four of the online application which can be accessed on <http://www.cpb.org> (follow the instructions to access the online application stated above). Applications submitted without a Budget and Equipment List are considered incomplete and will not be evaluated.

15. Station Match Amount * Enter the amount listed on the “Station Match” line at the top of Budget and Equipment List template.

16. State or Local Appropriations (optional) Enter the amount of any funds provided to the applicant as an appropriation from state or local sources for the Mobile DTV Project. Do not include regular appropriations for annual operations.

17. Non-Federal Grants (optional) Enter the amount of funds provided by state, local, or private philanthropic and/or institutional sources in the form of a grant. Do not include grants for annual operations.

18. Donations: Other (optional) Enter the amount of any funds provided by other sources, including corporate donations and private philanthropic gifts and/or grants.

